



May 12–18, 2013
womenshealth.gov/nwhw

Promoting Your National Women's Health Week Event: A How-To Guide for Media Outreach

Select a Spokesperson

Choosing a spokesperson allows one person to be the voice of your organization. Make sure this person is familiar with your organization, its mission, and the purpose of your National Women's Health Week event or activity. He or she should also be comfortable speaking to reporters and doing television and radio interviews if needed.

Create a Media List

First, check your organization's communications department as they may already have a list of local media. If not, create a list of local newspapers, online news sources (which may include blogs), and TV and radio stations to contact in your area. Go online or call the station or publication to determine the best person for you to contact. For newspapers and online news sources, this may be the health editor or health reporter. It may also be the Web editor, who is in charge of the newspaper's online content. For TV, contact a producer or the news assignment desk instead of a reporter.

Let the Media Know About Your Event

Pitch your event to daily newspapers, online news sources, and TV and radio stations one to two weeks in advance. For weekly publications, such as community newspapers, reach out at least one month in advance. Monthly publications may need anywhere from three to six months lead time.

Start by drafting a brief e-mail that creatively tells the reporter about the event and why they should write a story about it. Direct the reporter to a media advisory for more information. The media advisory can be cut and pasted into the bottom of the e-mail or included as an attachment. A media advisory states what the event is, why it is being held, who is attending, and when and where it is taking place. It is usually sent to the news desk or news assignment editors,

who are in charge of assigning reporters to cover stories. A template media advisory is available at go.usa.gov/nHl.

A press release can be sent instead of a media advisory or when a reporter requests more information. Press releases are more in depth than media advisories and should detail your event, explain the women's health topic you are highlighting, and include a quote from your organization's spokesperson. A template press release is available at go.usa.gov/nHx.

Reporters, editors, and producers receive dozens, and sometimes even hundreds, of e-mails a day. If you do not receive a response after a few days, follow up with a phone call.

Promote Your Event Online

Promoting National Women's Health Week and your event online is a great way to spread the word. Use your own website and social media channels, such as Facebook and Twitter, to post information. For a guide on using social media, go to <http://go.usa.gov/gdJB>.

Let Other Organizations Know About the Event

Local businesses, grocery stores, health clubs, hospitals, shopping malls, libraries, retail stores, women's groups, and other organizations may be able to help promote your event. Ask them to hang posters or flyers or send information through their listservs or newsletters.

Follow Up with the Media

Follow up with any reporters who attended the event or wrote a story. Send a quick thank you note or give them a call and encourage them to contact you if they need information or quotes for future stories. For a sample thank you note, please visit go.usa.gov/nHb.



U.S. Department of Health and Human Services
Office on Women's Health

Phone: 800-994-9662
womenshealth.gov